A STUDY ON THE IMPACT OF MARKETING AUTOMATION ADOPTION

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ABSTRACT

Marketing automation adoption refers to the process of implementing and using marketing automation technology to streamline, automate, and measure marketing tasks and workflows. It involves using software and tools to automate repetitive tasks, such as email marketing, lead generation, and social media management, to improve efficiency, productivity, and customer engagement.

Marketing automation adoption can bring numerous benefits, including increased efficiency, improved lead management, and enhanced personalization. However, it also presents challenges like initial investment, complexity, and data quality issues. To succeed, businesses must strike a balance between automation and human interaction, maintain high data quality, and continuously train teams on automation tools.

Here are some common marketing automation adoption challenges:
- Data quality issues: Poor data quality can hinder automation effectiveness.
- Integration challenges: Integrating automation platforms with existing systems and data.
- Over-automation: Over-reliance on automation, leading to impersonal customer experiences.
- Security concerns: Ensuring the security of customer data and protecting against cyber threats.
- Change management: Managing the transition to automation and training teams.
- Lack of clear goals and objectives: Unclear or undefined automation goals.
- Insufficient resources: Inadequate budget, time, or personnel to support automation.
- Complexity: Managing complex automation workflows and technologies.
- Measuring ROI: Difficulty in measuring the return on investment (ROI) of automation.
- Vendor selection: Choosing the right marketing automation vendor.
- Scalability: Ensuring automation platforms can scale with business growth.
- Data privacy: Ensuring compliance with data privacy regulations.
- User adoption: Encouraging teams to adopt and use automation platforms.
- Content quality: Ensuring high-quality content to support automation efforts.
- Continuous optimization: Regularly reviewing and refining automation workflows.

Marketing automation adoption has increased in recent years. According to various studies and reports, the adoption of marketing automation technology has grown significantly across industries and companies of all sizes. Marketing automation adoption is on the rise, and we can expect even more widespread adoption in the future.

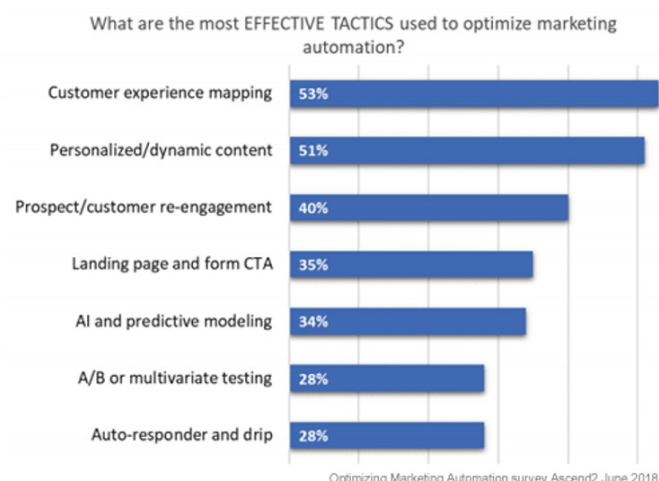**KEYWORDS:** Marketing, Automation, Data, Tools, Lead, Analytics

1. INTRODUCTION

The advancement of mobile applications transcends the mere accomplishment of a particular objective, such as enabling online shopping, food delivery, banking transactions etc. It encompasses a wider range of functionalities and objectives within the context of 2024.

Everything revolves around maximizing the application's primary features, demonstrate a greater inclination towards data, including user data, interactions and maintain focus on this data analysis. The parameters that assist businesses in crucial decisions regarding the expansion, experimentation or retirement of particular mobile application features are listed below.

1. User Engagement, Retention, Acquisition
2. Customer Data and Analytics
3. Personalization, Growth Marketing

What are the most EFFECTIVE TACTICS used to optimize marketing automation?

Customer experience mapping	53%
Personalized/dynamic content	51%
Prospect/customer re-engagement	40%
Landing page and form CTA	35%
AI and predictive modeling	34%
A/B or multivariate testing	28%
Auto-responder and drip	28%

Optimizing Marketing Automation survey Ascend2 June 2018

The adoption of marketing automation tools has been growing steadily over the years, driven by the need for businesses to streamline and optimize their marketing processes, improve efficiency, and enhance customer experiences.

2. MATERIAL AND METHODS
2.1 Background
Use of mobile marketing automation tools 10-15 Years ago

In Past mobile marketing automation tools were not as popular as they are today, but they were still used for various purposes, including:
- Basic email marketing automation
- Simple lead scoring and nurturing
- Basic CRM automation
- Limited analytics and reporting
- Basic social media automation
- Simple customer segmentation and personalization

The industry was still in its early stages, and the technology was not as advanced as it is today. However, some of the early adopters of marketing automation tools in 2010 included:
- HubSpot
- Marketo (acquired by Adobe in 2018)
- Pardot (acquired by Salesforce in 2013)
- Eloqua (acquired by Oracle in 2012)

2.2 Matrix evaluation to compare acceptance of marketing tools
Enclosed is the Matrix evaluation, designed to compare market conditions related to the acceptance of the various marketing software/tools solution options available for selection and it's comparison to a decade back available solutions.
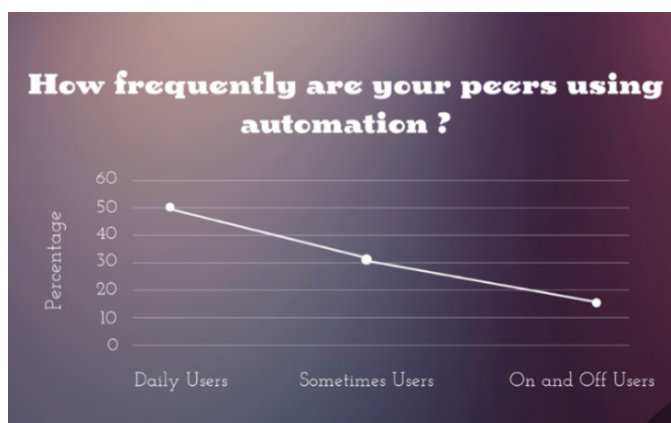
Parameter	A Decade back	Today	Future
Technology Solution	Majorly Web Based	Web + Mobile	Web + Mobile + IOT
Pricing Model	One Time License based	Subscription	Subscription + Pay as use/Pay per Feature
Affordability	Low	Medium	High

Competition	Less	Growing	Good
Adoption	Less	Growing	Significant
Adoption By	Enterprise	Product + Enterprise	Product + Enterprise + Startups
Challenges	Cost, Performance, Complexity	Tool Choices, Performance, Data Security	Data Security, Data quality
Hosting	On Promise	On Premise + Cloud	Majorly Cloud

3. RESULT AND DISCUSSION

Here are some key statistics on the impact of marketing automation tools usage:

3.1 In June 2021, *Zapier* **conducted a survey involving 1,500 knowledge workers about their automation usage,** 250 respondents identified as marketers who use automation, (50%) say they use it daily. About a third (33.2%) use automation sometimes, while the rest (16.8%) use it on and off.

How frequently are your peers using automation ?

3.2 *Zapier* **developed a questionnaire designed to assist individuals in identifying tasks that could be automated. The period of development spanned from September 2021 to the early months of August 2022,** 622 marketers took the quiz and marketers want to automate:
- Tracking information and data entry: 30%
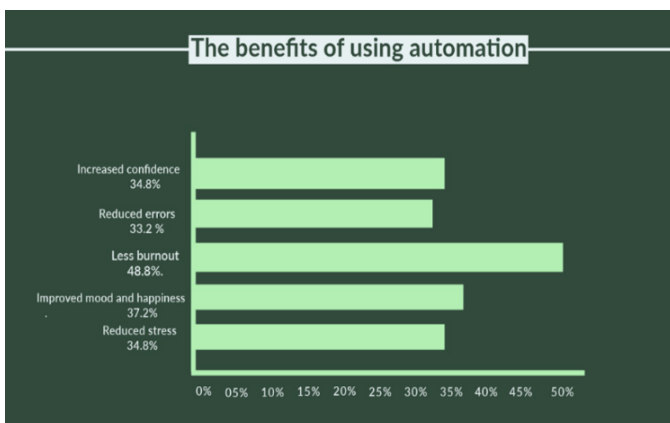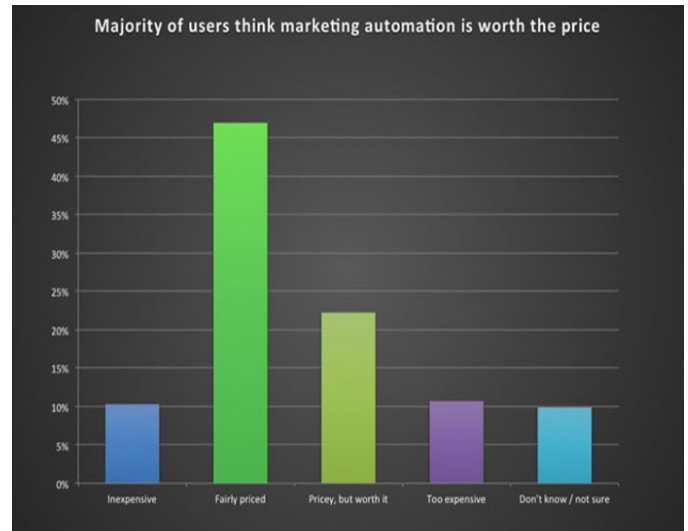- Lead management: 28%
- Managing projects or tasks: 25%

This suggests that marketers are looking to automate tasks that are data-intensive, require frequent updates, and are crucial for lead nurturing and conversion. By automating these tasks, marketers can free up time for more strategic and creative work.

3.3 In June 2021, *Zapier* conducted a survey involving 1,500 knowledge workers, aiming to understand their usage of automation tools, regardless of the specific tool they employed. How does automation benefit marketers once they begin using it? Here's what marketers said about the benefits:

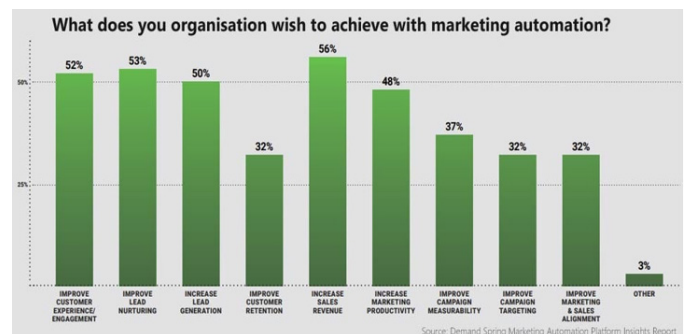| Benefit	Percent cited
Increased confidence at work	34.8%
Reduced errors at work	33.2%
I feel less burnout at work	48.8%
Improved mood and happiness.	37.2%
It reduced my stress	34.8%

3.4 As per report of VB Insight "Marketing Automation, how to make the right buying decision (2015)" The majority of users think Marketing Automation is worth the price. (10%) finds it inexpensive, (47%) fairly priced, (22%) pricey but worth it and (11%) too expensive. (10%) were not sure.
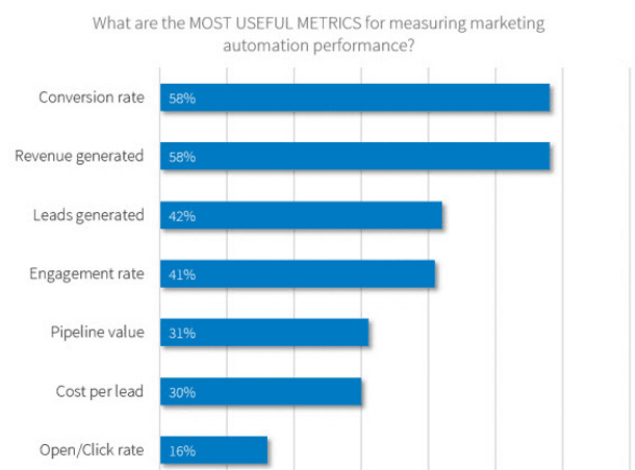

3.5 As per report of Demand Spring "Marketing Automation Platform Insights (2021)"
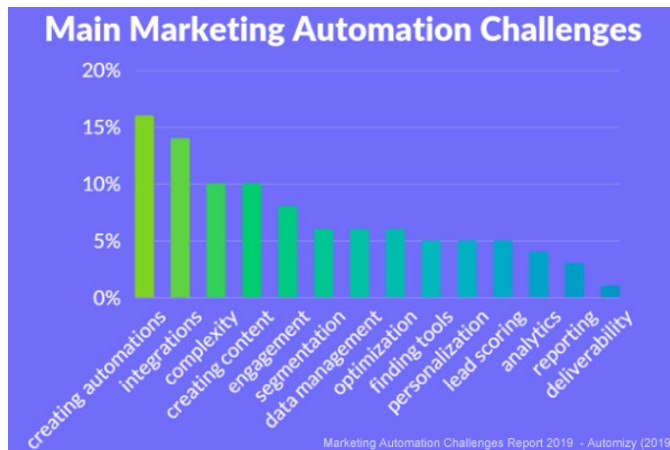The most important goals for Marketing Automation are Increasing sales revenue (56%), improving lead nurturing (53%), Increasing lead generation (50%), and improving the customer experience / engagement (52%).

3.6 As per the report of Three Deep & Ascend2 "Marketing Automation Trends for Success (2016)", The most valuable metrics for evaluating the performance of marketing automation include Conversion Rate and Revenue Generated, according to (58%) of top-tier Marketing Automation users.

3.7 As per report of Automizy "Marketing Automation Challenges Report (2019)" - The most common marketing automation challenges are creating quality automations (16%) followed by integrations (14%) and creating content (10%), Finding tools (5%), personalization (5%), lead scoring (5%), analytics (4%), reporting (3%), and deliverability (1%) were all mentioned as a challenge by some of the surveyed professionals.

Main Marketing Automation Challenges — Marketing Automation Challenges Report 2019 - Automizy (2019)

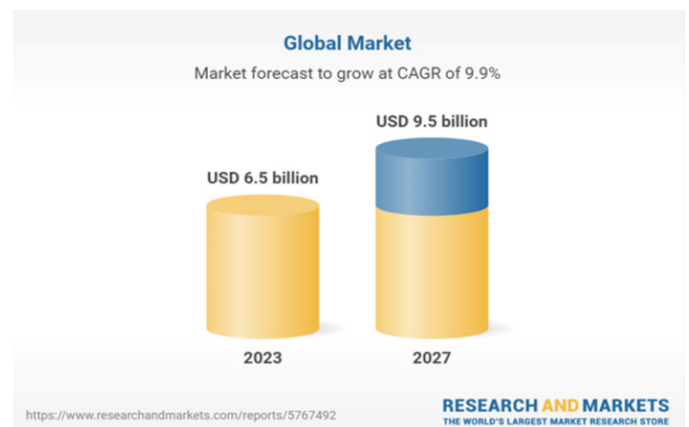**3.8 Realtime key statistics on the impact of mobile marketing automation tools:**

• **Adidas:** Adidas used mobile marketing automation tools to promote its Originals collection. The company used video ads, banner ads, and a social media campaign. Results showed a 20% conversion rate from mobile store locator page to brick-and-mortar visits and a 680% incremental increase in ROI.

• **M&M:** M&M used mobile marketing automation tools to drive sales and simplify campaign management. Results showed a 41% increase in the conversion rate, a 22% increase in revenue, and a 31% increase in ROI.

• **Burger King:** Burger King used mobile marketing automation tools to promote the BK Express feature. The company used an augmented reality technology ad campaign on YouTube. Results showed 99,000 views and 350+ likes on YouTube, and the campaign reached over 17 million people, generated over 1.5 million interactions, and increased app downloads by 60%.

• **Domino's Pizza:** Domino's Pizza used mobile marketing automation tools to increase sales. Results showed a 19% increase in sales and over 25 million members in the Piece of the Pie Rewards program.

• **KLM Airlines:** KLM Airlines used mobile marketing automation tools to get users to book flights on their smartphones. Results showed a 17% increase in visits to their mobile site, generating 34% more bookings and 38% more mobile revenue.

• **HotelTonight:** HotelTonight used mobile marketing automation tools to raise awareness about the app. Results showed an impressive CPI of just $0.20, 60% of customers were brought to the app via word-of-mouth via social media, the number of fans on Facebook went from 0 to 70k+ within a nine-month period, and the app install rate skyrocketed 326%.

4. CONCLUSION

The marketing automation market is expected to grow, and here are some points that support this

• As per report of ResearchAndMarkets.com "Automation Global Market Report (2023)",The worldwide marketing automation market increased from $5.79 billion in 2022 to $6.5 billion in 2023, growing at a compound annual growth rate (CAGR) of (12.3%). It's predicted to reach $9.5 billion by 2027, growing at a CAGR of (9.9%).

Global Market — Market forecast to grow at CAGR of 9.9%. USD 6.5 billion (2023), USD 9.5 billion (2027). https://www.researchandmarkets.com/reports/5767492 — RESEARCH AND MARKETS, THE WORLD'S LARGEST MARKET RESEARCH STORE

• The fastest-growing market is the Asia Pacific, and the largest market is North America.

• The increasing significance of marketing in generating sales and customer retention has led to an increase in spending on marketing services.

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